



SEASONAL (FARMERS) MARKET & FARM STAND FOOD DEALER LICENSE INFORMATION

OFFICE OF THE CITY CLERK, LICENSE DIVISION
CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202 ▪
(414) 286-2238 ▪ license@milwaukee.gov ▪
www.milwaukee.gov/license

License Period

Licenses shall be valid for 1 year from date of issuance.

License Required

A license is required for sales of raw agriculture (fresh produce) or other prepackaged retail foods at seasonal markets, or sales of fresh produce only at a farm stand.

RAW AGRICULTURE (FRESH PRODUCE) includes whole uncut produce, herbs, nuts, cottage food products, honey, cider, sorghum, and maple syrup. All food items must not require temperature control for food safety. (Cutting produce to offer free food samples of not more than 2 ounces each, including packaging, is allowed.)

PREPACKAGED RETAIL FOOD includes foods that are already packaged (wrapped up/boxed) and require no additional handling. Includes, but is not limited to, meat, cheese, eggs, dairy, bakery, sauce, and candy.

You may not process any food at a seasonal market. Any onsite processing requires a Temporary Event Food Dealer License.

If you will be doing any processing/preparing of food offsite before the event (other than the production of cottage food products) it must be done in a licensed food establishment. No processing/preparing may be done from your home.

Processing includes, but is not limited to, assembling, grinding, cutting, mixing, baking, heating, grilling, frying, coating, stuffing, packing, bottling, packaging, canning, extracting, fermenting, distilling, pickling, drying or smoking of food.

Exemptions (license not required)

A food peddler with a valid food dealer license who operates within the limits of the existing peddler permit and food is prepared and sold from the licensed carried container or food peddler vehicle. (A Temporary Event Food Dealer License is required if food will be prepared and/or sold from a both or stand.)

Fresh produce grown on a private residence, provided processing is limited to that needed to harvest the product and the produce is sold on site at the residence where the produce was grown by the individual who grew it.

Submit Application

Complete the Seasonal (Farmers) Market & Farm Stand Food Dealer License Application (ccl-farmapp) form and file it with the License Division via e-mail at license@milwaukee.gov, in person or by mail.

A seasonal market license will be valid for all markets you will be attending that are listed on the application.

A separate license and fee is required for each stand/booth operated at the same time.

A farm stand license is only valid for the farm stand listed on the application.

All licenses should be kept with you while at the market(s).

Fees

- \$35 Raw Agricultural Products including whole fresh uncut produce, cottage food products, honey, cider, sorghum and maple syrup
- \$125 Pre-Packaged Retail Food (such as meat, cheese, eggs, dairy, bakery, sauces, candies)

No applications or payment of license fees will be accepted at any events. No vendor will be allowed to operate at an event without a license.

- If you currently hold a State of Wisconsin Mobile Retail Food License, submit a copy with this application, and the City fees will be waived.

Forms of Payment

- Cash
- Check made payable to City of Milwaukee
- Credit card online after the application is processed and you receive an invoice. (Invoice number is required to pay online.)



SEASONAL (FARMERS) MARKET & FARM STAND FOOD DEALER LICENSE APPLICATION

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Office Use Only:

Date: _____
Initials: _____
App # _____
Paid _____
Lic #: _____

ARE YOU DOING ANY PROCESSING OF FOOD AT THE EVENT? No Yes

- If yes, do not submit this application.
- You need to apply for a Temporary Event Food Dealer License.

PROCESSING includes, but is not limited to, assembling, grinding, cutting, mixing, baking, heating, reheating, grilling, frying, coating, stuffing, packing, bottling, packaging, canning, extracting, fermenting, distilling, pickling, drying or smoking of food.

Business Information

Legal Entity (check one): Sole Proprietor (Individual) Partnership
 Corp/LLC: Name _____

Business/Trade Name: _____ Business Phone #: _____

Business Street Address (include city/state/zip code):
(cannot be a P.O. Box)

Mailing Address: Same as Business Address
 Other (include city/state/zip): _____

Do you currently hold a State of Wisconsin Mobile Retail Food License? No Yes
If yes, submit a copy with this application. Note: All licenses should be kept with you while at the market(s).

Do you currently hold a Seasonal (Farmers) Market License and this application is for a license to be effective when your current license expires? No Yes

Individual, Partners, or Agent Information

Name of Individual, 1st Partner, or Agent of Corp/LLC:

Date of Birth: _____ Phone #: _____

Home Street Address (include city/state/zip):

Partnerships Only

Name of 2nd Partner:

Date of Birth: _____ Phone #: _____

Home Street Address (include city/state/zip):

Seasonal (Farmers) Market Food Dealer License

Raw Agricultural Products including whole fresh uncut produce, cottage food products, honey, cider, sorghum and maple syrup
List food items: _____

Pre-Packaged Retail Food (such as meat, cheese, eggs, dairy, bakery, sauces, candies)
List food items: _____
Are any food items potentially hazardous (requiring hot or cool temperature control)? No Yes

Will any processing be done offsite prior to the event? No Yes
If yes, provide the name and address of the licensed food establishment where processing will be done:
Name: _____
Address: _____

Which markets you will attend? (check all that apply)

Bradley Road

Growing Power

All of the following

Riverwest Gardeners

Walker Square

East Town

Howell Avenue

Sherman Park

Westtown

East Side Green Market

Milwaukee Public Market

Silver Spring

Uptown

Fondy's Farmers Market

Mitchell Street

South Shore

Other: _____

At any time, will you

- be attending more than 1 market at the same time on the same day? No Yes
- have more than 1 booth at the same time at the same market? No Yes

If yes, a separate license and fee for each market and/or booth is required.

(If attending markets on the same day, but at different times, the same license can be used.)

Will you be using a scale to measure portions? No Yes

If yes, a Weights & Measures License is required.

Submit a Weights & Measures Application with this application.

Farmer Stand License

Raw Agricultural (whole fresh uncut produce), cottage food products, honey, cider, sorghum and maple syrup

List food items: _____

Address of Farm Stand: _____

(include zip code)

Email Address & Signature

If you have not submitted payment, may we email your invoice rather than send it out postal mail? No Yes

If yes, provide email address (please print clearly): _____

I understand no processing may be done at the seasonal (farmers) market and I understand my booth/stand must meet the requirements of the Wisconsin Food Code at the time of inspection or the license may be revoked.

Signature of Individual, Partner, or Agent

Signature of Additional Partner(s)